

# ORDER



**Orders**

**Order / Rev:** 706611

**Alt Order #:** 06278654

**Product Desc:** OBAMA FOR AMERICA

**Estimate:** 1536

**Flight Dates:** 09/04/12 - 09/10/12

**Original Date / Rev:** 08/21/12 / 08/21/12

**Order Type:** Political

**WKYC**

**Primary AE:** Joe Knauer

**Sales Office:** T-WAS

**Sales Region:** NAT

**Agency**

**Name:** Greer Margolis Mitchell/ Pol

**Buying Contact:**

**Billing Contact:**

3050 K St NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** WEEKLY

**Agency Commission:** 15%

**Advertiser**

**Name:** Obama/D/President

**Demographic:** A35+

**Product Codes:** PL-Presidential,Political,PL-Federal

**Priority:** P-5

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 09/03/12   | 09/09/12 | 155     | \$86,550.00  | \$73,567.50 |
| 09/10/12   | 09/16/12 | 25      | \$13,650.00  | \$11,602.50 |

**Totals**

| Month          | # Spots    | Gross Amount        | Net Amount         | Rating      |
|----------------|------------|---------------------|--------------------|-------------|
| September 2012 | 180        | \$100,200.00        | \$85,170.00        | 0.00        |
| <b>Totals</b>  | <b>180</b> | <b>\$100,200.00</b> | <b>\$85,170.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| WKYC   | 32%   | \$100,200.00 |
| Market | 100%  | \$313,125.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| WBNX  | 0%    | \$0.00      |
| WEWS  | 21%   | \$65,756.25 |
| WJW   | 30%   | \$93,937.50 |
| WOIO  | 15%   | \$46,968.75 |
| WUAB  | 2%    | \$6,262.50  |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1     | WKYC | 09/04/12          | 09/07/12        | Days of Our Lives<br>Days of Our Lives | CM    | 1p-2p          | - TWTF - -        | :30 | 4           | \$200.00 | P-5           | 0.00 | NM   | 4     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
| Week: |      | 09/03/12          | 09/09/12        | - TWTF - -                             |       |                | 4                 |     | \$200.00    |          | 0.00          |      |      |       |            |
| 2     | WKYC | 09/04/12          | 09/07/12        | M-F 11a-1230p<br>11a-1230p             | CM    | 11a-1230p      | - TWTF - -        | :30 | 4           | \$100.00 | P-5           | 0.00 | NM   | 4     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
| Week: |      | 09/03/12          | 09/09/12        | - TWTF - -                             |       |                | 4                 |     | \$100.00    |          | 0.00          |      |      |       |            |
| 3     | WKYC | 09/04/12          | 09/07/12        | Tonight Show<br>Tonight Show           | CM    | 1135p-1237a    | - TWTF - -        | :30 | 4           | \$450.00 | P-5           | 0.00 | NM   | 4     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
| Week: |      | 09/03/12          | 09/09/12        | - TWTF - -                             |       |                | 4                 |     | \$450.00    |          | 0.00          |      |      |       |            |

Order / Rev: 706611  
 Alt Order #: 06278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

| Ln | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time    | Days       | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|---|-------|-------------------|------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| 4  | WKYC | 09/04/12          | 09/07/12        | M-F 10-11a<br>M-F 10-11a                | CM    | 10a-11a           | - TWTF - - | :30 | 4           | \$100.00   | P-5 | 0.00          | NM   | 4     | \$400.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$100.00    |            |     | 0.00          |      |       |            |
| 5  | WKYC | 09/04/12          | 09/07/12        | Late Night<br>Late Night w/Jimmy Fallon | CM    | 1237a-136a        | - TWTF - - | :30 | 4           | \$150.00   | P-5 | 0.00          | NM   | 4     | \$600.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$150.00    |            |     | 0.00          |      |       |            |
| 6  | WKYC | 09/04/12          | 09/07/12        | M-F 11a-1230p<br>11a-1230p              | CM    | 11a-1230p         | - TWTF - - | :30 | 4           | \$200.00   | P-5 | 0.00          | NM   | 4     | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$200.00    |            |     | 0.00          |      |       |            |
| 7  | WKYC | 09/04/12          | 09/07/12        | Last Call<br>Last Call w/Carson Daly    | CM    | 135a-205a         | - TWTF - - | :30 | 4           | \$50.00    | P-5 | 0.00          | NM   | 4     | \$200.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$50.00     |            |     | 0.00          |      |       |            |
| 8  | WKYC | 09/04/12          | 09/07/12        | M-F 2-3p<br>Rachel Ray                  | CM    | 2-3p              | - TWTF - - | :30 | 4           | \$200.00   | P-5 | 0.00          | NM   | 4     | \$800.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$200.00    |            |     | 0.00          |      |       |            |
| 9  | WKYC | 09/04/12          | 09/07/12        | M-F 3-4p<br>The Doctors                 | CM    | 3p-4p             | - TWTF - - | :30 | 6           | \$200.00   | P-5 | 0.00          | NM   | 6     | \$1,200.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 6                 |            |     | \$200.00    |            |     | 0.00          |      |       |            |
| 10 | WKYC | 09/04/12          | 09/07/12        | M-F 4-5p<br>Ellen Degeneres             | CM    | 4p-5p             | - TWTF - - | :30 | 6           | \$300.00   | P-5 | 0.00          | NM   | 6     | \$1,800.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 6                 |            |     | \$300.00    |            |     | 0.00          |      |       |            |
| 11 | WKYC | 09/04/12          | 09/07/12        | M-F 430a-5a<br>430a News                | CM    | 430a-5a           | - TWTF - - | :30 | 4           | \$50.00    | P-5 | 0.00          | NM   | 4     | \$200.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 4                 |            |     | \$50.00     |            |     | 0.00          |      |       |            |
| 12 | WKYC | 09/04/12          | 09/07/12        | M-F 5-6a<br>Channel 3 News @ 5AM        | CM    | 5a-6a             | - TWTF - - | :30 | 8           | \$50.00    | P-5 | 0.00          | NM   | 8     | \$400.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 8                 |            |     | \$50.00     |            |     | 0.00          |      |       |            |
| 13 | WKYC | 09/04/12          | 09/07/12        | M-F 5-6p<br>Dr. Phil                    | CM    | 5p-6p             | - TWTF - - | :30 | 5           | \$500.00   | P-5 | 0.00          | NM   | 5     | \$2,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 5                 |            |     | \$500.00    |            |     | 0.00          |      |       |            |
| 14 | WKYC | 09/04/12          | 09/07/12        | M-F 6-630p<br>Channel 3 News at 6p      | CM    | 6p-630p           | - TWTF - - | :30 | 6           | \$750.00   | P-5 | 0.00          | NM   | 6     | \$4,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 6                 |            |     | \$750.00    |            |     | 0.00          |      |       |            |
| 15 | WKYC | 09/04/12          | 09/07/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM  | CM    | 6a-7a             | - TWTF - - | :30 | 8           | \$400.00   | P-5 | 0.00          | NM   | 8     | \$3,200.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 8                 |            |     | \$400.00    |            |     | 0.00          |      |       |            |
| 16 | WKYC | 09/04/12          | 09/07/12        | Nightly News<br>Nightly News            | CM    | M-Su 6:28p-7p     | - TWTF - - | :30 | 6           | \$1,500.00 | P-5 | 0.00          | NM   | 6     | \$9,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 6                 |            |     | \$1,500.00  |            |     | 0.00          |      |       |            |
| 17 | WKYC | 09/04/12          | 09/07/12        | M-F 7-730p<br>Channel 3 News at 7P      | CM    | 7-730p            | - TWTF - - | :30 | 6           | \$750.00   | P-5 | 0.00          | NM   | 6     | \$4,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    |      | Week: 09/03/12    | 09/09/12        | - TWTF - -                              |       | 6                 |            |     | \$750.00    |            |     | 0.00          |      |       |            |
| 18 | WKYC | 09/04/12          | 09/07/12        | M-F 7-9a Today<br>Today Show            | CM    | 7a-9a             | - TWTF - - | :30 | 16          | \$400.00   | P-5 | 0.00          | NM   | 16    | \$6,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |            |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |

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 Alt Order #: 06278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536  
**WKYC**

| Ln | Ch                       | Start             | End               | Inventory Code                        | Break | Start/End Time                   | Days             | Len           | Spots       | Rate                  | Pri           | Rtg        | Type        | Spots | Amount     |  |
|----|--------------------------|-------------------|-------------------|---------------------------------------|-------|----------------------------------|------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|------------|--|
| 18 | WKYC                     | 09/04/12          | 09/07/12          | M-F 7-9a Today<br>Today Show          | CM    | 7a-9a                            | - TWTF - -       | :30           | 16          | \$400.00              | P-5           | 0.00       | NM          | 16    | \$6,400.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - TWTF - -                            |       | 16                               |                  |               | \$400.00    |                       | 0.00          |            |             |       |            |  |
| 19 | WKYC                     | 09/04/12          | 09/07/12          | M-F 730-8p<br>Entertainment Tonight   | CM    | 730-8p                           | - TWTF - -       | :30           | 4           | \$750.00              | P-5           | 0.00       | NM          | 4     | \$3,000.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - TWTF - -                            |       | 4                                |                  |               | \$750.00    |                       | 0.00          |            |             |       |            |  |
| 20 | WKYC                     | 09/04/12          | 09/07/12          | M-F 9-10a Today II<br>Today Show II   | CM    | 9a-10a                           | - TWTF - -       | :30           | 8           | \$200.00              | P-5           | 0.00       | NM          | 8     | \$1,600.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - TWTF - -                            |       | 8                                |                  |               | \$200.00    |                       | 0.00          |            |             |       |            |  |
| 21 | WKYC                     | 09/04/12          | 09/08/12          | LN (M-Su)<br>Late News (M-Su)         | CM    | 11P-1135P                        | - TWTF S -       | :30           | 7           | \$950.00              | P-5           | 0.00       | NM          | 7     | \$6,650.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - TWTF S -                            |       | 7                                |                  |               | \$950.00    |                       | 0.00          |            |             |       |            |  |
| 22 | WKYC                     | 09/07/12          | 09/07/12          | Fri Prime C<br>Fri Prime C            | CM    | 10-11p                           | - - - - F - -    | :30           | 1           | \$1,500.00            | P-5           | 0.00       | NM          | 1     | \$1,500.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - F - -                         |       | 1                                |                  |               | \$1,500.00  |                       | 0.00          |            |             |       |            |  |
| 23 | WKYC                     | 09/10/12          | 09/10/12          | Mon Prime Other<br>Monday Prime Other | CM    | Various<br>(8:00 PM-10:00 PM)    | M - - - - -      | :30           | 1           | \$5,000.00            | P-5           | 0.00       | NM          | 1     | \$5,000.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/10/12          | 09/16/12          | M - - - - -                           |       | 1                                |                  |               | \$5,000.00  |                       | 0.00          |            |             |       |            |  |
| 24 | WKYC                     | 09/08/12          | 09/09/12          | EN (Sa-Su)<br>Early News (Sa-Su)      | CM    | 6P-7P Sa/Su<br>(6:00 PM-6:30 PM) | - - - - - SS     | :30           | 2           | \$500.00              | P-5           | 0.00       | NM          | 2     | \$1,000.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - SS                          |       | 2                                |                  |               | \$500.00    |                       | 0.00          |            |             |       |            |  |
| 25 | WKYC                     | 09/08/12          | 09/08/12          | Sat 1030a-11a<br>Sat 1030-11a         | CM    | Sat 1030-11a                     | - - - - - S -    | :30           | 1           | \$100.00              | P-5           | 0.00       | NM          | 1     | \$100.00   |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 1                                |                  |               | \$100.00    |                       | 0.00          |            |             |       |            |  |
| 26 | WKYC                     | 09/08/12          | 09/08/12          | 630A-7A<br>Chris Matthews Show        | CM    | 630a-7a                          | - - - - - S -    | :30           | 1           | \$200.00              | P-5           | 0.00       | NM          | 1     | \$200.00   |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 1                                |                  |               | \$200.00    |                       | 0.00          |            |             |       |            |  |
| 27 | WKYC                     | 09/08/12          | 09/08/12          | Sat 7-8p<br>Sat 7-8p                  | CM    | 7-8p                             | - - - - - S -    | :30           | 1           | \$400.00              | P-5           | 0.00       | NM          | 1     | \$400.00   |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 1                                |                  |               | \$400.00    |                       | 0.00          |            |             |       |            |  |
|    | <u>Spot</u>              | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                    |       | <u>Start/End Time</u>            | <u>Weekdays</u>  | <u>Length</u> |             | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |            |  |
|    | 1                        | NKYC              | 09/08/12-09/08/12 | Sat 7-8p                              |       | 7-8p                             | - - - - - Sa - - | :30           |             | <del>(\$400.00)</del> |               | 0.00       | NM          |       |            |  |
|    | See MG 27.2              |                   |                   |                                       |       |                                  |                  |               |             |                       |               |            |             |       |            |  |
|    | [Prgm Change] notre dame |                   |                   |                                       |       |                                  |                  |               |             |                       |               |            |             |       |            |  |
|    | 2                        | NKYC              | 09/03/12-09/09/12 | Notre Dame Football                   |       | Notre Dame Footb                 | - - - - - Sa - - | :30           |             | \$400.00              |               | 0.00       | NM          |       |            |  |
|    | Ⓜ MG for 27.1 09/08      |                   |                   |                                       |       |                                  |                  |               |             |                       |               |            |             |       |            |  |
| 28 | WKYC                     | 09/08/12          | 09/08/12          | SAT TDY<br>NBC Today Show (Sa)        | CM    | 7a-9a                            | - - - - - S -    | :30           | 2           | \$350.00              | P-5           | 0.00       | NM          | 2     | \$700.00   |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 2                                |                  |               | \$350.00    |                       | 0.00          |            |             |       |            |  |
| 29 | WKYC                     | 09/08/12          | 09/08/12          | Sat Prime A<br>8-9p                   | CM    | 8-9p<br>(8:00 PM-9:00 PM)        | - - - - - S -    | :30           | 1           | \$900.00              | P-5           | 0.00       | NM          | 1     | \$900.00   |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 1                                |                  |               | \$900.00    |                       | 0.00          |            |             |       |            |  |
| 30 | WKYC                     | 09/08/12          | 09/08/12          | Sat 9-1030a<br>Channel 3 News 9am Sat | CM    | 9a-1030a                         | - - - - - S -    | :30           | 3           | \$350.00              | P-5           | 0.00       | NM          | 3     | \$1,050.00 |  |
|    |                          | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                       |       | <u>Spots/Week</u>                |                  |               | <u>Rate</u> |                       | <u>Rating</u> |            |             |       |            |  |
|    | Week:                    | 09/03/12          | 09/09/12          | - - - - - S -                         |       | 3                                |                  |               | \$350.00    |                       | 0.00          |            |             |       |            |  |
| 31 | WKYC                     | 09/09/12          | 09/09/12          |                                       | CM    | 1030a-1130a                      | - - - - - S      | :30           | 1           | \$1,500.00            | P-5           | 0.00       | NM          | 1     | \$1,500.00 |  |

Order / Rev: 706611  
 Alt Order #: 06278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

| Ln                               | Ch   | Start             | End             | Inventory Code         | Break              | Start/End Time        | Days            | Len           | Spots             | Rate        | Pri | Rtg           | Type        | Spots | Amount     |
|----------------------------------|------|-------------------|-----------------|------------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-------------|-----|---------------|-------------|-------|------------|
| Meet the Press<br>Meet the Press |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$1,500.00  |     | 0.00          |             |       |            |
| 32                               | WKYC | 09/09/12          | 09/09/12        | Browns Pre-Game Huddle | CM                 | 1130a-12p             | -----S          | :30           | 1                 | \$950.00    | P-5 | 0.00          | NM          | 1     | \$950.00   |
| Browns Pre-Game Huddle           |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$950.00    |     | 0.00          |             |       |            |
| 33                               | WKYC | 09/09/12          | 09/09/12        | Su 12-1230p            | CM                 | 12-1230p /Su          | -----S          | :30           | 1                 | \$100.00    | P-5 | 0.00          | NM          | 1     | \$100.00   |
| Channel 3 News at Noon Su        |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$100.00    |     | 0.00          |             |       |            |
| 34                               | WKYC | 09/09/12          | 09/09/12        | 5A-530A                | CM                 | 5a-530a               | -----S          | :30           | 1                 | \$125.00    | P-5 | 0.00          | NM          | 1     | \$125.00   |
| Hometime                         |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$125.00    |     | 0.00          |             |       |            |
| 35                               | WKYC | 09/09/12          | 09/09/12        | 530A-6A                | CM                 | 530a-6a               | -----S          | :30           | 1                 | \$125.00    | P-5 | 0.00          | NM          | 1     | \$125.00   |
| America's Black Forum            |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$125.00    |     | 0.00          |             |       |            |
| 36                               | WKYC | 09/09/12          | 09/09/12        | NFL Pregame Show       | CM                 | NFL Pre-Game          | -----S          | :30           | 1                 | \$1,000.00  | P-5 | 0.00          | NM          | 1     | \$1,000.00 |
| NFL Pre-Game (7:00 PM-8:00 PM)   |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$1,000.00  |     | 0.00          |             |       |            |
| 37                               | WKYC | 09/09/12          | 09/09/12        | NFL Pregame Show       | CM                 | NFL Pre-Game          | -----S          | :30           | 1                 | \$1,000.00  | P-5 | 0.00          | NM          | 1     | \$1,000.00 |
| NFL Pre-Game (7:00 PM-8:00 PM)   |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 1                 | \$1,000.00  |     | 0.00          |             |       |            |
| 38                               | WKYC | 09/09/12          | 09/09/12        | NFL Regular Season Fo  | CM                 | NFL Football          | -----S          | :30           | 2                 | \$3,500.00  | P-5 | 0.00          | NM          | 2     | \$7,000.00 |
| NFL Football (8:00 PM-11:00 PM)  |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 2                 | \$3,500.00  |     | 0.00          |             |       |            |
| 39                               | WKYC | 09/09/12          | 09/09/12        | SUN TDY                | CM                 | 8a-9a                 | -----S          | :30           | 2                 | \$350.00    | P-5 | 0.00          | NM          | 2     | \$700.00   |
| NBC Today Show (Su)              |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 2                 | \$350.00    |     | 0.00          |             |       |            |
| 40                               | WKYC | 09/09/12          | 09/09/12        | Sun 9-1030a            | CM                 | 9a-1030a              | -----S          | :30           | 3                 | \$350.00    | P-5 | 0.00          | NM          | 3     | \$1,050.00 |
| Channel 3 News Sun 9a            |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -----S                 |                    |                       |                 |               | 3                 | \$350.00    |     | 0.00          |             |       |            |
| 41                               | WKYC | 09/06/12          | 09/06/12        | Thu Prime C            | CM                 | 10-11p                | ---T---         | :30           | 1                 | \$2,800.00  | P-5 | 0.00          | NM          | 1     | \$2,800.00 |
| Thu Prime C                      |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | ---T---                |                    |                       |                 |               | 1                 | \$2,800.00  |     | 0.00          |             |       |            |
| 42                               | WKYC | 09/06/12          | 09/06/12        | Thu Prime A            | CM                 | 8-9p                  | ---T---         | :30           | 1                 | \$1,800.00  | P-5 | 0.00          | NM          | 1     | \$1,800.00 |
| Thu Prime A                      |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | ---T---                |                    |                       |                 |               | 1                 | \$1,800.00  |     | 0.00          |             |       |            |
| N43                              | WKYC | 09/04/12          | 09/04/12        | Tue Prime C            | CM                 | 10-11p                | -T-----         | :30           | 1                 | \$2,500.00  | P-5 | 0.00          | NM          | 1     | \$2,500.00 |
| Tue Prime C                      |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -T-----                |                    |                       |                 |               | 1                 | \$2,500.00  |     | 0.00          |             |       |            |
|                                  |      | <u>Spot</u>       | <u>Ch</u>       | <u>Date Range</u>      | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> |     | <u>Rtg</u>    | <u>Type</u> |       |            |
|                                  |      | 1                 | NKYC            | 09/03/12-09/09/12      | Tues Prime Other   | Various               | -T-----         | :30           |                   | \$2,500.00  |     | 0.00          | NM          |       |            |
| N44                              | WKYC | 09/04/12          | 09/04/12        | Tue Prime A            | CM                 | 8-9p                  | -T-----         | :30           | 1                 | \$2,800.00  | P-5 | 0.00          | NM          | 1     | \$2,800.00 |
| Tue Prime A                      |      |                   |                 |                        |                    |                       |                 |               |                   |             |     |               |             |       |            |
|                                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |       |            |
| Week: 09/03/12                   |      | 09/03/12          | 09/09/12        | -T-----                |                    |                       |                 |               | 1                 | \$2,800.00  |     | 0.00          |             |       |            |

Order / Rev: 706611  
 Alt Order #: 06278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

| Ln  | Ch          | Start               | End               | Inventory Code                            | Break | Start/End Time                     | Days            | Len           | Spots | Rate                    | Pri | Rtg           | Type        | Spots | Amount     |
|-----|-------------|---------------------|-------------------|---|-------|------------------------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|------------|
| N44 | WKYC        | 09/04/12            | 09/04/12          | Tue Prime A<br>Tue Prime A                | CM    | 8-9p                               | -T-----         | :30           | 1     | \$2,800.00              | P-5 | 0.00          | NM          | 1     | \$2,800.00 |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/03/12            | 09/09/12          | -T-----                                   |       | 1                                  |                 |               |       | \$2,800.00              |     | 0.00          |             |       |            |
|     | <u>Spot</u> | <u>Ch</u>           | <u>Date Range</u> | <u>Description</u>                        |       | <u>Start/End Time</u>              | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |            |
|     | 1           | NKYC                | 09/03/12-09/09/12 | Tue Prime A                               |       | 8-9p                               | -T-----         | :30           |       | <del>(\$2,800.00)</del> |     | 0.00          | NM          |       |            |
|     |             | See MG 44.2         |                   |   |       |                                    |                 |               |       |                         |     |               |             |       |            |
|     | 2           | NKYC                | 09/03/12-09/09/12 | Tues Prime Other                          |       | Various                            | -T-----         | :30           |       | \$2,800.00              |     | 0.00          | NM          |       |            |
|     |             | Ⓜ MG for 44.1 09/04 |                   |   |       |                                    |                 |               |       |                         |     |               |             |       |            |
| 45  | WKYC        | 09/05/12            | 09/05/12          | NFL Kickoff Special<br>NFL Kickof Special | CM    | Various<br>(8:00 PM-9:00 PM)       | --W----         | :30           | 1     | \$1,000.00              | P-5 | 0.00          | NM          | 1     | \$1,000.00 |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/03/12            | 09/09/12          | --W----                                   |       | 1                                  |                 |               |       | \$1,000.00              |     | 0.00          |             |       |            |
| 46  | WKYC        | 09/05/12            | 09/05/12          | Wed Prime B<br>Wed Prime B                | CM    | 9-10p<br>(9:00 PM-10:00 PM)        | --W----         | :30           | 1     | \$2,000.00              | P-5 | 0.00          | NM          | 1     | \$2,000.00 |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/03/12            | 09/09/12          | --W----                                   |       | 1                                  |                 |               |       | \$2,000.00              |     | 0.00          |             |       |            |
| 47  | WKYC        | 09/05/12            | 09/05/12          | NFL Regular Season Fo<br>NFL Football     | CM    | NFL Football<br>(9:00 PM-11:00 PM) | --W----         | :30           | 1     | \$3,500.00              | P-5 | 0.00          | NM          | 1     | \$3,500.00 |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/03/12            | 09/09/12          | --W----                                   |       | 1                                  |                 |               |       | \$3,500.00              |     | 0.00          |             |       |            |
| 48  | WKYC        | 09/10/12            | 09/10/12          | Days of Our Lives<br>Days of Our Lives    | CM    | 1p-2p                              | M-----          | :30           | 1     | \$200.00                | P-5 | 0.00          | NM          | 1     | \$200.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$200.00                |     | 0.00          |             |       |            |
| 49  | WKYC        | 09/10/12            | 09/10/12          | M-F 11a-1230p<br>11a-1230p                | CM    | 11a-1230p                          | M-----          | :30           | 1     | \$100.00                | P-5 | 0.00          | NM          | 1     | \$100.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$100.00                |     | 0.00          |             |       |            |
| 50  | WKYC        | 09/10/12            | 09/10/12          | Tonight Show<br>Tonight Show              | CM    | 1135p-1237a                        | M-----          | :30           | 1     | \$450.00                | P-5 | 0.00          | NM          | 1     | \$450.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$450.00                |     | 0.00          |             |       |            |
| 51  | WKYC        | 09/10/12            | 09/10/12          | M-F 10-11a<br>M-F 10-11a                  | CM    | 10a-11a                            | M-----          | :30           | 1     | \$100.00                | P-5 | 0.00          | NM          | 1     | \$100.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$100.00                |     | 0.00          |             |       |            |
| 52  | WKYC        | 09/10/12            | 09/10/12          | Late Night<br>Late Night w/Jimmy Fallon   | CM    | 1237a-136a                         | M-----          | :30           | 1     | \$150.00                | P-5 | 0.00          | NM          | 1     | \$150.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$150.00                |     | 0.00          |             |       |            |
| 53  | WKYC        | 09/10/12            | 09/10/12          | M-F 11a-1230p<br>11a-1230p                | CM    | 11a-1230p                          | M-----          | :30           | 1     | \$200.00                | P-5 | 0.00          | NM          | 1     | \$200.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$200.00                |     | 0.00          |             |       |            |
| 54  | WKYC        | 09/10/12            | 09/10/12          | Last Call<br>Last Call w/Carson Daly      | CM    | 135a-205a<br>(1:35 AM-2:05 AM)     | M-----          | :30           | 1     | \$50.00                 | P-5 | 0.00          | NM          | 1     | \$50.00    |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$50.00                 |     | 0.00          |             |       |            |
| 55  | WKYC        | 09/10/12            | 09/10/12          | M-F 2-3p<br>Rachel Ray                    | CM    | 2-3p                               | M-----          | :30           | 1     | \$200.00                | P-5 | 0.00          | NM          | 1     | \$200.00   |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$200.00                |     | 0.00          |             |       |            |
| 56  | WKYC        | 09/10/12            | 09/10/12          | M-F 430a-5a<br>430a News                  | CM    | 430a-5a                            | M-----          | :30           | 1     | \$50.00                 | P-5 | 0.00          | NM          | 1     | \$50.00    |
|     |             | <u>Start Date</u>   | <u>End Date</u>   | <u>Weekdays</u>                           |       | <u>Spots/Week</u>                  |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |       |            |
|     | Week:       | 09/10/12            | 09/16/12          | M-----                                    |       | 1                                  |                 |               |       | \$50.00                 |     | 0.00          |             |       |            |
| 57  | WKYC        | 09/10/12            | 09/10/12          | M-F 5-6a<br>Channel 3 News @ 5AM          | CM    | 5a-6a                              | M-----          | :30           | 2     | \$50.00                 | P-5 | 0.00          | NM          | 2     | \$100.00   |

Order / Rev: 706611  
 Alt Order #: 06278654  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

| Ln     | Ch    | Start             | End             | Inventory Code                         | Break | Start/End Time               | Days   | Len | Spots | Rate        | Pri | Rtg           | Type | Spots        | Amount     |
|--------|-------|-------------------|-----------------|--|-------|------------------------------|--------|-----|-------|-------------|-----|---------------|------|--------------|------------|
| 57     | WKYC  | 09/10/12          | 09/10/12        | M-F 5-6a<br>Channel 3 News @ 5AM       | CM    | 5a-6a                        | M----- | :30 | 2     | \$50.00     | P-5 | 0.00          | NM   | 2            | \$100.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 2                            |        |     |       | \$50.00     |     | 0.00          |      |              |            |
| 58     | WKYC  | 09/10/12          | 09/10/12        | M-F 5-6p<br>Dr. Phil                   | CM    | 5p-6p                        | M----- | :30 | 1     | \$500.00    | P-5 | 0.00          | NM   | 1            | \$500.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 1                            |        |     |       | \$500.00    |     | 0.00          |      |              |            |
| 59     | WKYC  | 09/10/12          | 09/10/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM    | 6p-630p                      | M----- | :30 | 1     | \$750.00    | P-5 | 0.00          | NM   | 1            | \$750.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 1                            |        |     |       | \$750.00    |     | 0.00          |      |              |            |
| 60     | WKYC  | 09/10/12          | 09/10/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a                        | M----- | :30 | 2     | \$400.00    | P-5 | 0.00          | NM   | 2            | \$800.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 2                            |        |     |       | \$400.00    |     | 0.00          |      |              |            |
| 61     | WKYC  | 09/10/12          | 09/10/12        | Nightly News<br>Nightly News           | CM    | M-Su 6:28p-7p                | M----- | :30 | 1     | \$1,500.00  | P-5 | 0.00          | NM   | 1            | \$1,500.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 1                            |        |     |       | \$1,500.00  |     | 0.00          |      |              |            |
| 62     | WKYC  | 09/10/12          | 09/10/12        | M-F 7-730p<br>Channel 3 News at 7P     | CM    | 7-730p                       | M----- | :30 | 1     | \$750.00    | P-5 | 0.00          | NM   | 1            | \$750.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 1                            |        |     |       | \$750.00    |     | 0.00          |      |              |            |
| 63     | WKYC  | 09/10/12          | 09/10/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a                        | M----- | :30 | 4     | \$400.00    | P-5 | 0.00          | NM   | 4            | \$1,600.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 4                            |        |     |       | \$400.00    |     | 0.00          |      |              |            |
| 64     | WKYC  | 09/10/12          | 09/10/12        | M-F 730-8p<br>Entertainment Tonight    | CM    | 730-8p                       | M----- | :30 | 1     | \$750.00    | P-5 | 0.00          | NM   | 1            | \$750.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 1                            |        |     |       | \$750.00    |     | 0.00          |      |              |            |
| 65     | WKYC  | 09/10/12          | 09/10/12        | M-F 9-10a Today II<br>Today Show II    | CM    | 9a-10a<br>(9:00 AM-10:00 AM) | M----- | :30 | 2     | \$200.00    | P-5 | 0.00          | NM   | 2            | \$400.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>            |        |     |       | <u>Rate</u> |     | <u>Rating</u> |      |              |            |
|        | Week: | 09/10/12          | 09/16/12        | M-----                                 |       | 2                            |        |     |       | \$200.00    |     | 0.00          |      |              |            |
| Totals |       |                   |                 |  |       |                              |        |     |       |             |     |               | 180  | \$100,200.00 |            |